## Deep stability

Product innovation, with a focus on the environment and increasing productivity remains top priority for global foundation equipment manufacturers, despite difficult market conditions. Becca Wilkins reports.

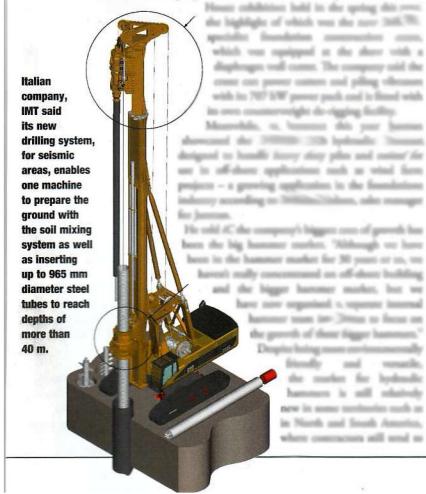
> anufacturers of foundations equipment are introducing new products which incorporate the latest technologies for enhancing machine productivity. New equipment and techniques must also be more environmentally-friendly and be able to work efficiently in increasingly challenging construction

> Speaking for 30mm; "Simolyl said, "Our philosophy during the financial crisis is or sivery costs in inservation bucause we think innovation is one of the most important things we can offer our customers. Engineering is our biggest enough and this makes it possible to innovate and produce new nechnologies and

The company serveled a number of new products or its In-

and

be a map alread of our competition.



use direct humanous and sir humanous, Nellis Stimber added.

markets too," he said.

Environment and technology

Africa, beliaves plays a bay part in: 39mminum.

"So we are roying to get the hydroudic famouses into these

According to little: the company is continuously trying to develop machism which are more environmentally friendly

as well as being more productive. One way to achieve, his is

with the help of new redundants - as not which China

3956tols, the company's sales discous his mathem Europe and

Speaking at Intereses, he told AC, "One of things we want to